

**THE SCHOOL DISTRICT OF PITTSBURGH**  
**(Pittsburgh, PA)**

**REQUEST FOR PROPOSALS**  
**FOR PRINTING, ASSEMBLY AND MAILING SERVICES FOR 2017-18 WELCOME BACK**  
**TO SCHOOL MATERIALS**

**Issuance Date: May 12, 2017**  
**Submission Date: May 22, 2017**

**Introduction**

The purpose of this Request for Proposals (“RFP”) is to obtain printing, assembly, delivery, and mailing services for the School District of Pittsburgh’s (“the District” or “School District”) 2017-2018 Welcome Back-to-School Program. The District anticipates selecting one highly qualified and flexible vendor to successfully coordinate and complete all of these pieces. Susan Chersky will serve as the District’s project manager for the engagement.

The goal of the project is to provide families and employees of the District with materials regarding the District. As outlined in Exhibit 1, the selected vendor will be responsible for printing, assembling, delivery, and mailing on an assortment of Back-to-School Program materials to approximately 16,500 family households and 4,500 employees. The distribution of these materials will vary. Items will be mailed by the successful bidder to the homes of District parents and families, as well as delivered to on District location.

Additional RFP terms and conditions are outlined in Exhibit 2.

**Timetable/Response Submittal**

The School District is requesting proposals from experienced and qualified firm(s) to provide printing, assembly and mailing services to the School District. Selection of the vendor will be made based on the proposals submitted and possibly oral interviews, if needed. A tentative timetable for the selection process is provided below:

- **May 12, 2017**                      Release of RFP
- **May 22, 2017**                      Receipt of Proposals
- **June 21, 2017**                      Legislative Approval by Board of School Directors

**Upon the release of this RFP and during the conclusion of the selection process, there shall be no communication between any prospective respondents and/or their lobbyist(s), agent(s) with any staff of the School District, or any elected representatives or other appointed official of the School District and/or their staff, except as provided for in the RFP. Any violation of this provision by any prospective firm and/or its agent shall be grounds for immediate disqualification.**

All proposals for printing, assembly and mailing services shall be submitted to the School District as follows:

<p><b>Susan Chersky</b>  <b>Communications Officer</b>  <b>School District of Pittsburgh</b>  <b>341 S. Bellefield Ave. Room 204</b>  <b>Pittsburgh, PA 15213</b>  <b>Tel: (412) 529-3621</b>  <b>Fax: (412) 622-3857</b></p>
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One (1) original and four (4) copies of the proposal shall be prepared and submitted to the School District in such form as is set forth in this RFP by 12:00 p.m. on May 22, 2017.

Proposals, including any/all attachments, cover letter and tabs should not exceed twenty five (25) pages in length on 8 ½" X 11" paper, single spaced using a minimum font size of 10 pt.

Proposals should be submitted in accordance with the instructions detailed below. The School District reserves the right to select a proposal in its entirety or some portion(s) thereof. Furthermore, the School District reserves the right to reject any and all proposals and to waive irregularities. The District's Purchasing Agent reserves the right to negotiate any and all terms and conditions proposed.

Proposals which are submitted in electronic format or faxed will not be accepted. Any questions regarding this RFP should be addressed to Susan Chersky, Communication's Officer ([schersky1@pghboe.net](mailto:schersky1@pghboe.net))

### **Specific Response Requirements**

Responses should address the following questions or requests for information and be organized so that the specific questions or requests for information each begin on a new page with the question repeated at the top of the page.

#### **I. Letter of Transmittal**

Each proposal should be accompanied by a letter of transmittal which summarizes key points of the proposal and which is signed by an authorized officer.

#### **II. Firm Experience and Qualifications**

- A. Please provide an overview of the firm and its qualifications. Please include the location of the firm's office(s) in the Commonwealth of Pennsylvania.
- B. Describe the firm's relevant experience in this area for the past 2 years for the following categories:
  - 1. All Pennsylvania school districts,
  - 2. All Pennsylvania local government units,
  - 3. Any other relevant organizations.
- C. Provide a sample of a complex print and assembly job.
- D. Provide three references with contact information.

#### **III. Service Team**

Provide brief resumes for the following individuals who will be assigned to the School District's engagement, including any relevant experience for each individual. Please include only those individuals who will work on the School District's account.

- A. The senior person who will assume the day-to-day and on-site responsibility for managing and supporting the School District's engagement.
- B. Other members of your team assigned to the project and the specific role that each can be expected to play.

#### **IV. Plan of Work**

Please provide a detailed plan of work for the School District's engagement. The major pieces are the printing, assembling, delivery and mailing services.

As part of the scope of work, the vendor should address their willingness to be flexible and to have a close working relationship with the District's Communications and Marketing Team to bring the project successfully forward to completion. **The firm must be able to meet in person with School District staff to resolve any print issues within a 24 hour response time to meet critical print delivery dates.**

The plan of work should take into account Exhibits 1 and 2 attached.

#### **V. Firm Information/Equal Employment Opportunity**

- A. Describe your firm's equal employment opportunity policies and programs.
- B. Has your firm or any of its employees, or anyone acting on its behalf, ever been convicted of any crime or offense arising directly or indirectly from the conduct of your firm's business or have any of your firm's officers, directors or persons exercising substantial policy discretion ever been convicted of any crime or offense involving financial misconduct or fraud? If so, please describe any such convictions and surrounding circumstances in detail.
- C. Has your firm, or any of its employees, or anyone acting on its behalf, been indicted or otherwise charged in connection with any criminal matter rising directly or indirectly from the conduct of your firm's business which is still pending or have any of your firm's officers, directors or persons exercising substantial policy discretion been indicted or otherwise charged in connection with any criminal matter involving financial misconduct or fraud which is still pending? If so, please describe any such indictments and surrounding circumstances in detail.
- D. Please describe (i) any material financial relationships that your firm or any firm employee has with any financial advisory firms, insurance companies, investment banks or law firms or other persons or entities that may create a conflict of interest in acting as an independent contractor to the School District; (ii) any family relationship that any employee of your firm has with any public servant that may create a conflict of interest, or the appearance of a conflict of interest in acting as an independent contractor to the School District and (iii) any other matter that your firm believes may create a conflict of interest or the appearance of a conflict of interest in acting as an independent contractor to the School District. Please describe any procedures your firm either has adopted, or would adopt, to assure the School District that a conflict of interest would not exist for your firm in the future.

#### **VI. Fee Proposal**

Please provide a fee structure that your firm would propose to provide the services to the School District based on our requirements outlined in Exhibits 1 and 2.

The fee proposal must be broken down for each of the elements of the project outlined in Exhibit 1.

The proposal pricing should be all inclusive except postage costs. The District anticipates providing its postage indicia to the winning bidder.

The District reserves the right to withhold reasonable retainage not to exceed 10% of the total cost of the engagement until all work is completed.

**Evaluation Criteria and Selection Process**

The contract(s) will be awarded to the qualified proposer whose proposal is most advantageous to the School District. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily be determinative of award. Rather, the total scores will guide the School District in making an intelligent award decision based upon the evaluation criteria.

The School District reserves the right to request oral presentations from those firms determined to be in a competitive range and shall use the information derived from these oral presentations, if any, in its evaluation.

The School District anticipates selecting one vendor for the project using the following criteria to determine which firm meets the needs of the School District best.

<b><u>Printing &amp; Assembly Services</u></b>	<b><u>Points</u></b>
Ability to Meet the Specific Needs of the School District of Pittsburgh	15
Experience and Qualifications	20
Plan of Work	15
Fee	50

**Exhibit 1:**  
**Pittsburgh Public Schools**  
**Welcome Back Materials Specs - May 2017**

**ELEMENTS:**

**2016-2017 School Calendar**

**Description:** 28 pages plus 4 page cover - 4 color process, bleed, matte finish.

**Page Size:** 11" x 17" unfolded (folded size will be 8.5" x 11")

**Quantity:** 21,000

**Stock:** Printed on uncoated bright white paper 80lb text weight if possible

**Artwork:** PPS to provide hi-res digital artwork

**Finishing:** folded and saddle stitched, drilled at bottom

Lot price:

**Code of Conduct– Elementary Booklet**

**Description:** 60 text pages plus 4 –color cover bleed, saddle stitch brochure (total 64). Text pages are 4 color

**Page Size:** 8½" x 11"

**Quantity:** 21,000/lot

**Stock:** Cover: 80# Matte finish

**Text:** 60# white offset text

**Artwork:** Electronic file furnished, all elements in position

**Finishing:** Collate and staple assigned sets throughout the report

Lot price:

**Code of Conduct– Secondary Booklet**

**Description:** 60 text pages plus 4 –color cover bleed, saddle stitch brochure (total 64). Text pages are 4 color

**Page Size:** 8½" x 11"

**Quantity:** 21,000/lot

**Stock:** Cover: 80# Matte finish

**Text:** 60# white offset text

**Artwork:** Electronic file furnished, all elements in position

**Finishing:** Collate and staple assigned sets throughout the report

Lot price:

**Family and Parent Engagement Policy Booklet**

**Description:** 12 text pages plus 4 –color cover bleed, saddle stitch brochure. Text pages are black and white.

**Page Size:** 8 ½" x 11"

**Quantity:** 17,000/lot

**Stock:** Cover: 80# Matte finish

**Text:** 60# white offset text

**Artwork:** Electronic file furnished, all elements in position

**Finishing:** Collate and staple assigned sets throughout the report

Lot price:

**Family and Parent Engagement Flyer:**

**Description:** 8 ½” x 11” white printed two sides, 4 color

**Size:** 8 ½” x 11”

**Quantity:** 17,000/lot

**Stock:** 60# text

**Artwork:** PPS to provide digital file

Lot price:

**Home Access Center Flyer:**

**Description:** 8 ½” x 11” white printed one, 4 color with variable data fields

**Size:** 8 ½” x 11”

**Quantity:** 16,500

**Stock:** 60# text

**Artwork:** PPS to provide digital file

Lot price:

**Magnet Carrier:**

**Description:** 8 ½” x 11” white printed one, 4 color

**Size:** 8 ½” x 11”

**Quantity:** 21,000

**Stock:** 60# text

**Bindery:** Affix customer supplied 5 x 3 oval magnet to carrier sheet

**Artwork:** PPS to provide digital file

Lot price:

**Letter 1: Superintendent –Household Mailing**

**Description:** 8 ½” x 11” white printed one or two sides, 4 color

**Size:** 8 ½” x 11”

**Quantity:** 16,500 approximately (please print quantity to match final mailing file)

**Stock:** 60# text

**Artwork:** PPS to provide digital file

Lot price:

**Letter 2: Superintendent – Employee Mailing**

**Description:** 8 ½” x 11” white printed one or two sides, 4 color

**Size:** 8 ½” x 11”

**Quantity:** 4,500 approximately (please print quantity to match final mailing file)

**Stock:** 60# text

**Artwork:** PPS to provide digital file

Lot price:

**ENVELOPE:**

**Envelope: Welcome Back Envelope Household & Employee Mailing**

**Description:** 9” x 12” white wove 24# booklet envelope; print 4 color

**Page Size:** 9” x 12”

**Quantity:** 21,000

**Stock:** white wove 24# booklet envelope

**Artwork:** PPS to provide hi-res digital artwork supplied for return address

Lot price:

## **ASSEMBLY/ DISTRIBUTION**

### **Package One—Household Mailing**

**Description:** Parents/families of Students in grades prek-12, one version

**Quantity:** 16,500 (one per household)

**Elements:** (1) Superintendent Letter #1, (1) Home Access Center flyer (1) School Calendar, (1) Magnet Carrier with magnet; (1) Code of Student Conduct Elementary (1) Code of Student Conduct – Secondary, (1) Parent and Family Engagement flyer (1) Parent and Family Engagement Policy Booklet,. All items inserted into 9” x 12” white wove 24# booklet envelope in order listed above, addressed and sealed for mailing, postage affixed and delivered to Post Office. Mailing file provided by District.

**Timing and Distribution:** Mailed week of July 24, 2017

Lot price:

### **Package Two—Employee Mailing**

**Description:** Employee Mailing

**Quantity:** 4,500 (adjust quantity based on mailing file provided)

**Elements:** (1) Superintendent (Letter #2), (1) Calendar and (1) School Calendar, (1) Code of Student Conduct Elementary, (1) Code of Student Conduct – Secondary, (1) Magnet Carrier with magnet. All items inserted in order listed above into 9” x 12” white wove, 24# booklet envelope, addressed and sealed for mailing, postage affixed and delivered to Post Office. Mailing file provided by District.

**Timing and Distribution:** Mailed week of July 24, 2017

Lot price:

### **Exhibit 2:**

#### **Printing and Mailing Services**

#### **Additional Terms and Conditions**

1. All proposals shall be returned in sealed envelopes and addressed to the School District of Pittsburgh.
2. Proposals shall be signed by a duly authorized agent or officer of the Company making the bid. Proposals must include lot pricing for each item in Exhibit 1 in the order that they appear in Exhibit 1. Exhibit 1 with said pricing should be returned with the proposal. Absence of original signature of person duly authorized to sign for the Company submitting this proposal document will automatically leave this proposal null and void.
3. Vendors will quote prices on the unit as specified (i.e., “each”, “lot”, “dozen”, etc.) unless the unit as used in the trade differs from that requested on the proposal. In such case, the unit being bid should be changed on the Exhibit 1 document to reflect the industry standard.
4. Prices quoted will be considered net unless otherwise noted on the proposal. No escalator clauses will be permitted unless provided for in the proposal format.
5. Prices quoted must include all costs except for postage.
6. No alternate product may be quoted on any single item of the proposal, except for the District’s specific request for a recycled material alternate as specified in the RFP.
7. In all cases where no sample is submitted by the vendor, it will be understood that the vendor agrees to furnish the exact article or articles as specified, or to exactly match the Board’s sample. Where samples are requested on items, failure to provide such samples may result in the automatic disqualification of the RFP.



8. The proper officers of the School District of Pittsburgh shall have full power and authority to reject any and all materials furnished which in their opinion, are not in strict compliance and conformity with the requirements of the specifications, or equal in every respect to the samples submitted. The decision of School District shall be final, conclusive, and without exceptions or appeal. All articles so rejected shall promptly be removed from the premises of the District at the cost of the Vendor.
9. The School District of Pittsburgh reserves the right to increase or decrease quantities of items to be purchased to reflect actual Board needs at the time that orders are issued. Such additional quantities will be purchased at the price indicated on this RFP.
10. The Board of Public Education reserves the right to reject any or all RFP's, and to accept or reject any item or group of items, for which proposal is submitted.
11. High quality printing is required. All print must be clear and sharp.
12. All items on proposal to be awarded to a single vendor.
13. Samples are available for inspection in the purchasing office located at the 341 S. Bellefield Avenue, Room 204— Pgh, PA 15206. It is the vendor's responsibility to review samples and to confirm vendor's capability to reproduce materials from available artwork before submitting a proposal. Questions regarding this matter can be addressed Susan Chersky at 412-529-3621 or [schersky1@pghboe.net](mailto:schersky1@pghboe.net).
14. On or about July 1, 2017, finalized files, quantities and packaging instructions are to be provided by the District. Vendor to be responsible for meeting with the District designated Project Manager (Susan Chersky - 412-529-3621), to assure successful completion of project.
15. Vendor must provide hardcopy proofs of all items and production schedule for assembly by July 11, 2017 to Susan Chersky, room 204, School District of Pittsburgh, 341 South Bellefield Avenue, Pittsburgh, PA 15213.
16. All transportation costs to be provided by the vendor. No additional costs for transportation will be approved.
17. Delivery due date: All materials must be printed and packaged, mailed, or delivered by the dates shown. There will be no exceptions to these dates unless expressly requested by the District's Project Manager and authorized by the District's Purchasing Agent.
18. The Vendor's proposal must respond to the following question: After school opens, time necessary to print any additional materials, if required: \_\_\_\_\_.
19. Vendor to provide a sample of a complex print and assembly job with the bid.
20. Vendor to include an anticipated list of billing conditions. The School District reserves the right to negotiate the payment schedule. Net 30 terms are the District's standard.